

## **Future Zone Summit. Saving the World with Gamification**

Using game mechanics for problem solving and complex connections in the Digital Age

A joint workshop event of Mediennetzwerk.NRW, CREATIVE.NRW, the City of Cologne and HMR International, in cooperation with Mediengründerzentrum NRW, Cologne Game Lab, Engage.NRW, SAE Institute and CCI Cologne, in media cooperation with WIRED

**Thursday, June 1<sup>st</sup>, 2017, 10.00 – 17.00 hrs**

**Camphausen-Saal, CCI Cologne, Unter Sachsenhausen 10-26, 50667 Cologne**

All over the world video games intrigue millions of people and generate billions in revenue. But the success strategies of these best-selling games can also be deployed to achieve social and economic goals. While at this stage being used only in advertising and entertainment as a means to achieve customer retention, Gamification and the use of game-characteristic elements is increasingly finding successful application in fields like Industry 4.0, the economy, science, health, ecology and sustainability as well as in school and education. Via keynotes and practical examples this workshop event's goal is to demonstrate how corporations, organizations and scientific institutions can profit from game design thinking in order to effectively and measurably increase user motivation, learning success, customer retention, data quality and productivity. Beyond that the workshop event will provide a platform for content creators, game developers, industry representatives and creative technology workers as well as scientists and designers of game content to come together and learn and exchange ideas about the potentials of Gamification.

Additionally all participants are invited to gain their own experience with the new digital technologies and application like Virtual Reality in the Future Lounge.

Host: **Odile Limpach**, Professor Game Economics and Entrepreneurship, Cologne Game Lab

10.00 – 10.15 hrs, Welcome

**Claudia Jericho**, Head of the Competence Centre, CREATIVE.NRW, Cologne

**Roland Berger**, Head of Media and Internet Department, City of Cologne

10.15 – 11.00 hrs, Keynote

**The Future of Work is Play – Gamification in Theory and Practice**

**Kiko Pautasso**, Managing Partner, &samhoud, Cologne/Utrecht

11.00 – 11.45 hrs, Case Study

**Gamification: How to Use Game Design Concepts and Techniques to Achieve Meaningful Results**

**Pete Jenkins**, Founder, GAMIFICATION+ LTD, Brighton

11.45 – 12.15 hrs, Coffee Break

12.15 – 13.00 hrs, Case Study

**Gamification in Automotive Communications**

**Matthias Schäfer**, CCO, Interone, Hamburg

13.00 – 14.00 hrs, Lunch Break

14.00 – 14.30 hrs, Best Practice

**Serious Fun – Reaching Economic Goals with Gamification**

**Stefan Kreutzer**, Business Development Manager, remote control productions, Munich

14.30 – 15.30 hrs, Short Presentation

**What's happening here? Regional Projects in Sustainability**

**Stefan Klefisch**, CEO, 42DP Labs, Cologne

**Babak Zeini**, CEO, futurest, Cologne

**Linda Kruse**, Game Designer & Co-Founder, The Good Evil, Cologne

**Zein Okko**, Narrative Designer & Co-Founder, Goodwolf Studio, Cologne

**Wolfgang Schmitz**, CEO & Designer, Ahoiii Entertainment, Cologne

15.30 – 16.00 hrs, Coffee Break

16.00 – 17.00 hrs, Closing Panel

**What's happening here? Regional Potentials for Gamification**

**Prof. Dr. Gundolf Freyermuth**, Director, Cologne Game Lab, TH Cologne

**Ayten Pekerman**, International Market Communications, Deutsche Telekom, Bonn

**Isabel Rudolf**, Head of Innovation Store Operations, METRO, Dusseldorf

**Thorsten Unger**, Partner, Wegesrand, Dusseldorf

**Stefanie Waschke**, Project Manager, Engage.NRW, Mülheim an der Ruhr

**Babak Zeini**, CEO, futurest, Cologne